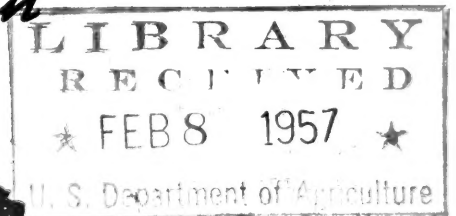


STRAWBERRY PLANTS

1957 Season



Fairview Fruit Farm

Pierceton, Indiana

STRAWBERRIES

"The Universal Fruit"

The more we work with this great strawberry, the more we like to think of it as the world's most universal fruit; universal in that its supreme adaptability to so many different soils and climates makes it available to so many people, and universal in that its striking appearance, its delicate aroma and its delicious flavor are so appealing to so many. The season's first and finest fruit.

For, happily, as we think of this remarkable strawberry, it is not just the wishful wandering of your imagination on a winter evening. This wonderful fruit so appealing to everyone adapts itself so readily to so many different conditions that it is common in every state. It thrives on such a wide variety of soils that your own just suits it. It is very simply yours for the trying and the doing.

Strawberries come right down to earth, too. For they will not only give you from your own garden great quantities of as delicious a fruit as the world knows, but they also offer excellent commercial opportunities. In these days of steadily rising costs with declining farm prices, the farmer with a relatively small acreage but with some extra help around his place, may well find in strawberries a good opportunity to augment his income in a farm project which requires little capital outlay or costly equipment, but a quick cash return for his investment.

This booklet is written for the information of our customers. In it we have tried to give helpful hints on growing and handling berries, and as accurate descriptions as we can of the varieties we handle. In growing strawberries for fruit as well as plants, our problems are pretty much the same as yours, and the things we have worked out will go along very closely to your own ideas.

It is our business to give you the best strawberry plants you can get anywhere, at the price and with the service that will please you.

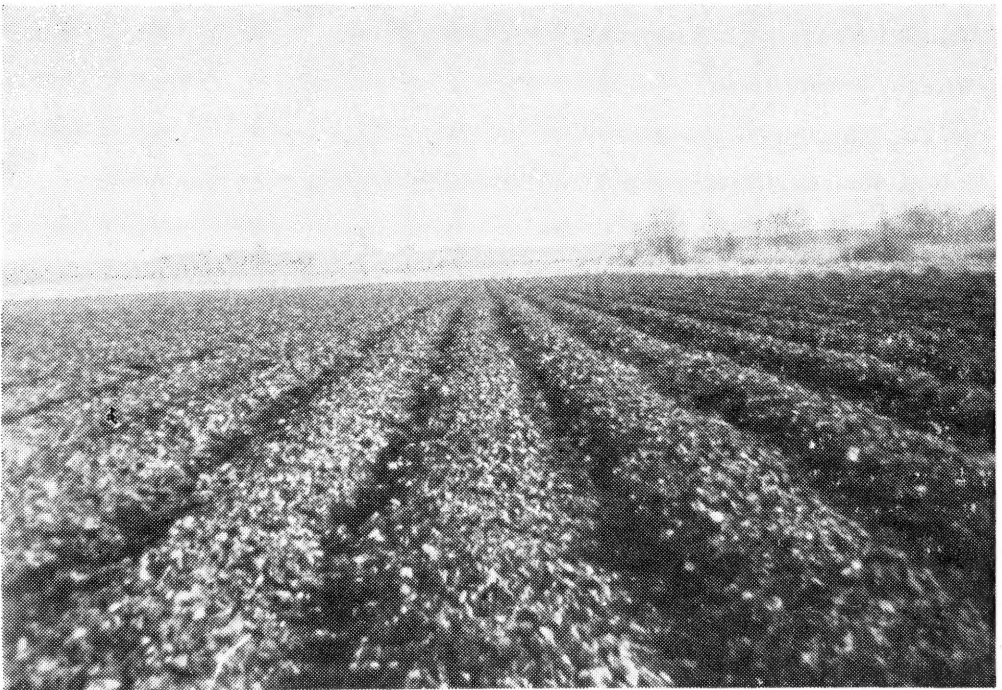
Our plants are grown on deep, rich, well-cultivated soil. The roots are heavy and long, white and vigorous. The loose soil enables us to retain on the plant the many long, fibrous roots so often lost in digging on heavier soils.

Our plants are hand dug and immediately moved indoors for cleaning, sorting, counting and tying. There the old runners and dead leaves are removed, small and other questionable plants discarded. Roots are straightened, and plants tied in a nice bunch of twenty-five, full count, easy to handle, ready to set. The kind of cleaning and sorting job you like to have done.

Our plants are carefully packed in moss for shipment, guaranteed to reach you in good growing condition throughout the shipping season, up to May 10. After that date we will handle the plants as carefully as we can, but shipment must be made at the buyer's risk.

We are growers of plants, not jobbers. Our prices are farmers' and growers' prices, low enough for the commercial grower or for your garden, high enough to enable us to maintain our high standard of quality. Compare our quality, compare our prices.

We want to urge our customers to come here to the nursery for their plants. They can then see just how the plants are, have them fresher without the delay too often encountered in shipping, while the saving in shipping charges will go quite a long way toward paying the expenses of the trip.



VIRUS-FREE PLANTS

At different times we have heard berry growers express their opinion that strawberries do not produce as they once did, while for other growers certain varieties have failed. Very extensive work in different states and by the USDA has shown that this failure may be caused by virus infection.

Virus symptoms vary with the variety of berry and with the type of virus. Leaves may become mottled, variegated, crinkled or dwarfed. The plants may seem bunched or clumped and have a bluish tinge. Virus is, however, distinctly different from the "June Yellows" which so often affects Blakemore and to a less extent Premier.

The common effect of the virus is a general decline in growth and productiveness of the berry. Not as many plants are made, plants are smaller, production curtailed. Certain varieties are hurt much more than others. Thus virus-infested Marshall, a western favorite, can no longer be profitably grown and Catskill production has been seriously lowered when the virus is present.

However, it has been found that strawberry virus is carried by certain aphids. This allows us to keep it controlled by starting with virus-free stock and keeping the aphids out by dusting our plantings with 1% parathion at frequent intervals.

We have therefore obtained virus-free stock from sources recommended by the USDA, set them apart from other stock, and dusted them with 1% parathion throughout the growing season at ten day intervals. This is what we mean when we say that our plants are grown from virus-free stock. This is a must in plant propagation. We do not think that the berry grower needs to go to this trouble, however, if he will plant healthy stock each year.

If you have a choice, plant virus-free stock, with the exception of Premier. In this case the virus-free strain is distinctly different from the old Premier, and we think, inferior to it. Here we have an entirely new variety rather than a virus-free strain.

Virus-free plants are not yet available in some varieties. Our price list on page 23 indicates which are not.

BERRY CULTURE

SOIL AND CLIMATE

While the adaptability of strawberries to anything from the light sands of Florida to the heavy clays of Southern Indiana gives us plenty of leeway, we do rather prefer a sandy loam because it is so easily worked. And while the climatic range in our country is from the Gulf states to the Dakotas, we really think of our strawberry belt as extending from Tennessee and Arkansas north to Michigan and Wisconsin.

Whatever the type of soil, it must be high in fertility and humus content. This condition is difficult to reach in one year, but should be attained in the years prior to being put to berries by the use of barnyard manure, legumes, fertilizers, green manure crops, and those other practices familiar to good farmers.

Fall plowing is a good step in plant bed preparation. Certainly the soil must be well worked down to eliminate all clods, and to make the plant bed firm but friable. It is best not to have had the ground in heavy sod the previous year on account of cut worms and white grubs. These pests may do a great deal of damage in early season by eating off the plants at ground level.

Strawberries will do best on a soil that is slightly acid. Technically, we say that a pH near 6 is best, a pH somewhere between 5 and 7 is satisfactory.



COMMERCIAL FERTILIZER

While the soil for strawberries should carry a high fertility level, most of the gardens and truck patches where small plantings are made require no special treatment. But for the larger field plantings liberal applications of commercial fertilizer will generally pay off very well.

We would recommend broadcasting and working into the soil prior to transplanting at least 1000 pounds per acre of some good high analysis fertilizer. A soil analysis will indicate the kind of fertilizer to use, but something between 4-16-16 and 10-10-10 is a pretty good shot in the dark. A supplemental side dressing of maybe 250 pounds to the acre in late summer is a good thing.

In transplanting, avoid putting too much fertilizer right around the plant. However, if you are using water and add three pounds of starter solution—an analysis of approximately 10-51-17—to 50 gallons of water and use half a pint per plant you will have some astonishingly successful results.

PLANT SPACING

Fruiting rows in commercial fields should be spaced at about four feet. In smaller plantings where we can take a little more care, this distance can be reduced to three and one-half feet, possibly a little less.

The distance in the row will depend upon the ability of the variety used to make new runners. We set such kinds as Premier, Fairland and Vermilion at about eighteen inches, varieties like Catskill, Temple and Dorsett at about two feet. Such free-running kinds as Blakemore, Robinson, Dunlap, Tennessee Beauty, Armore and Dixieland will generally make a good row if set as far apart as thirty inches.

The number of plants needed per acre therefore depends upon the variety used. From the above spacing, it will take slightly more than 7000 plants for an acre of Premier, Fairland and Vermilion. About 5500 plants will set an acre of Catskill or Temple, while Robinson, Blakemore, Tennessee Beauty and Armore need only 4500 plants.

We favor the matted row system for the best and cheapest production, but strawberries will not do well in size of fruit or in total marketable fruit if the plants are too close together. By matted row we mean a row twelve or fourteen inches wide with the individual plants about four inches apart in the row. If the year's growth leaves them closer, the smaller plants should be rigorously thinned out.

CHOICE OF VARIETY

Choosing the variety to use is one of your bigger problems, especially with the introduction of so many new and promising kinds.

Relative yields shown in impartial tests vary widely from place to place as well as from year to year. Choose for the greater part of your plantings the varieties you know have been doing well in your community, while you experiment with the newer kinds in a smaller way.

In this booklet we have tried to point out the differences in varieties and the special field to which each is adapted. The local market, the roadside stand, the distant wholesale market, the processors' market; each demands certain qualities in a berry, and perhaps different varieties. Read carefully our descriptions unless you are already familiar with the various kinds.

TIME FOR SETTING

Time and again we see the importance of early setting of nursery stock, especially strawberries. This work is something that cannot be put off. Transplanting should be done as soon as the ground is in condition to work. When you should be making garden you should be setting your berry plants.

There is stored up in the strawberry plant in its dormant winter condition a great amount of energy to be used in the first growth of spring. Plants should be re-set while still dormant so that this new growth takes place after transplanting. After the new spring leaves have come and blossom buds are out, the plants have exhausted their stored energy and resetting is a great shock if not fatal to them.

Here lies the great advantage we can offer in Northern plants. By April 15 in most seasons plant growth is just starting and the plants are in fine condition for transplanting, while southern plants have already blossomed and are far beyond the resetting stage. Northern growers cannot meet southern prices on account of higher wages, and different working conditions by reason of colder weather but hardiness and difference in stages of growth are far greater factors. See that your plants are Northern Grown.

We DO NOT offer plants for fall setting.

TRANSPLANTING

Strawberries are transplanted successfully in many ways, and with a variety of tools. For small patches, a garden trowel or small spade is very handy, while for large plantings the machine transplanter does a very excellent job. **Just fan the roots out as much as you can in the moist dirt of a deep hole or trench, SET THE PLANT AT THE HEIGHT IT ORIGINALLY GREW, and press the soil firmly around the roots. Don't bunch up the roots in the ground. Don't leave air pockets. Don't puddle the ground around the plant by working it when the ground is too wet.**

Each spring a new set of roots starts from the crown of the strawberry plant, and in case of the one that is new set, the crown must be in the moist dirt or the new roots will not start and the plant cannot thrive. If the crown is covered, it will turn yellow and finally rot. Hence the importance of depth in setting.

If the roots of the plants are too long, we cut them back to a length of about five inches. Just for convenience in handling—it doesn't make any difference in growth.

We never bother to use water in re-setting if it is done when it should be—early. It is a good practice, though, in case of very late setting.

CULTIVATION

Cultivation should start soon after the plants are set and continue throughout the growing season. Many growers have their personal preferences in certain tools, sometimes rather expensive, for this purpose. But it is doubtful if they are any better than the usual cultivators found around most farms.

We like the garden tractors very well, even in larger plantings, since it enables you to cultivate very closely to the plant and makes hoeing much easier, and faster. Keep the weeds down, keep the ground level, loose, and friable.

In dry seasons it is often necessary to imbed the runners in the damp underneath soil to enable them to take root early and develop a good root system. The first runners should be encouraged to take root, for they will make the largest and heaviest plants, and do best in the next fruiting season.

All blossoms should be clipped off in the new patch as soon as they are well formed, and from everbearers until the plant is thoroughly established, about July 1st.

MULCHING

Mulching should be done in the fall as soon as possible after the summer's growth is finished — before really severely cold weather.

What to use and how to apply it can best be decided with the purposes of mulching in mind — (1) to prevent winter damage from excessive cold when plants are unprotected and from alternate freezing and thawing, (2) to conserve moisture in the bearing season and keep the soil in better condition, (3) to keep down weeds, (4) to keep fruit clean, (5) to retard growth somewhat in early spring, thereby lessening the danger from early frosts.

We generally use wheat or rye straw, mulching to a depth of about three inches and requiring something less than three tons for an acre. Other good materials are shredded fodder, spoiled ensilage, cane pumice and saw dust, especially since they contain no weed seed. Such material as clover buffins is poor because of weed, grass or clover seed. For the same reason it is a poor practice to top dress a berry field after the plants are grown, unless you are very sure there are no grass or weed seeds in the material used.

Early in April you must go along the row and lift off enough of the mulching material to allow the new strawberry growth to show through.

RENOVATING OLD FIELDS

Renovating an old field and preparing it for another year's fruiting is often one of the toughest problems a grower has. Every patch has its own problems, and no set rules can be given for the job. We generally think that a patch should be fruited for two years, and that thereafter it is a better plan to have a new fruiting bed.

After the fruiting season is done, we go along on each side of the row with a tool of the roto-tiller type. This cuts the width of the row to about six inches, effectively stirs up the ground between the rows, and destroys most of the weeds. A good hoeing then leaves the patch in very good shape. The whole process is repeated once or twice in the summer season, and the row is allowed to grow to a width of twelve or fourteen inches.

We are glad at any time to answer any questions not covered above, and have a very personal interest in your success with our plants.

CARE OF PLANTS

Handling of the plants after they reach you is one of the most important factors in the success of your strawberry project. To avoid delays in transit as much as we can, we send plants on only the first days of the week, and will advise you when shipment is made. Check with your express agent or postmaster and pick up the plants on arrival.

Set them out at once if you can. If weather conditions prevent transplanting, make arrangements to keep the plants cold. If they are dormant and kept at a temperature of 30° they will keep in perfect condition for an indefinite period. Your refrigerator is a good place for small packages, and generally your locker plant can accomodate several thousand plants for some time. Just keep the plants cold.

If you simply must hold plants and have no cold place, then heel them in. That is, dig a deep narrow trench, break the bundles, and set the plants along in the trench just touching each other. Cover to the crown with moist earth. Set in the field as soon as planting conditions are favorable.

We guarantee our plants to reach you in good growing condition, but we must be notified within five days if there is anything wrong. Any faults in the condition of the plants should be apparent in that time, and we must disclaim further responsibility unless notified at once.

WEED CONTROL BY CHEMICALS

Craig Herbicid No. 1 is the best chemical we have found for weed control in strawberry fields. After the plants have become established—say thirty days after transplanting—the patch is cleaned of weeds by plow and hoe. Then spray the whole patch with the Herbicide at the rate of two to three pounds per acre in enough water to wet down to a depth of at least $\frac{1}{4}$ inch. This amount will vary with the kind of soil.

In about a month repeat the spraying, first cleaning the patch again of all weeds. Craig Herbicide will not harm established plants, even very small ones, but will kill germinating seeds and prevent their emergence.

This treatment will not give 100% control, but is a great help in larger plantings, especially in view of the saving of high-priced labor. Follow the manufacturer's directions. We doubt if any form of chemical weed control is practical in small plantings.

BLAKEMORE

Blakemore is probably grown on more acres than any other variety. Responsive to care and attention, it is also such a rough and ready sort that it does well under conditions of neglect and abuse. In part, perhaps, because Blakemore is such a plant maker that they often grow too thick.

The fruit is of good, even size, smoothly rounded, with a fairly attractive appearance. It ripens uniformly, medium early. Quite tart, firm and solid. Probably the best shipping berry there is, and a pretty good yielding kind, too, if the plants are not too thick. The firmness of this variety makes it a prime favorite in the South, but we have seen many good patches this far north. Some local growers like it as well as Premier.

It is a pretty good kind to be growing if you cannot get over the field when it should be picked to-day. Those firm berries will hold well until to-morrow.

With us, the quality of this berry has not been as good as we like to have. It is quite tart, without the redeeming feature of rich flavor. It is also susceptible to "yellows" which is liable to develop at any time, in spite of most careful selection.

TENNESSEE BEAUTY

Tennessee Beauty is easily the best of the new kinds from the Tennessee station. A Blakemore cross, Beauty has the many characteristics which have made its parent so popular. A good performer in all the Blakemore territory.

Tennessee Beauty is a free running variety, almost as good as Blakemore with individual plants maybe a little larger. It sets many berries, making very high yields if conditions are favorable.

Fruit is large and showy, of very good quality. Somewhat darker than Blakemore, with a good strong strawberry flavor. Not really sweet, but not objectionably tart either.

This Tennessee Beauty is one of the very best varieties. Very hardy, high in production. Good quality, excellent for freezing. Firm in texture for distance shipping, fine in appearance.

PREMIER

"Best and Most Popular Berry"

For close to forty years and until the advent of Robinson, Premier had no serious contender for the strawberry growers' favor. To-day these two varieties make up 95% of the acreage in northern fields, and where berries are being picked and cleaned for processors, Premier is being used in four out of five cases.

The Premier plants are large, deep and heavily rooted. This variety is not a prolific plant maker, but the good grower has little trouble in getting a good row. The plant population may be better in fact than for many varieties whose plants may get too thick for best fruiting. The foliage is light green, leaves definitely cupped, practically free from foliage diseases, and close to the ground to give added protection to the fruit.

The fruit is large, bright red, getting darker when full ripe. It ripens uniformly, and a bright green cap adds to the attractive appearance in the baskets, helping to sell them at the higher price which the quality of the fruit merits.

The primary berries are liable to be cock's-comb in shape, with the later ones longer and more conical. They are firm in texture, too, keep well on the vines, and hold pretty well after being picked, which feature adapts them to reasonable handling and hauling.

No berry is frost proof, but Premier is often spoken of as such because several fruiting stems appearing in sequence on each plant practically insure a sizable crop in case of out-of-season frost at any time. A sure cropper.

Premier is quite acceptable for table use, therefore for your garden, and for the commercial grower we recommend it without reservation. **It is the standard of comparison for all other kinds.**

The virus-free Premier is very different from the Premier that we have always known. We think that it amounts to simply a new and very productive variety, with good qualities all its own.

We carry separately the old Premier, very tolerant to the virus, apparently, and the new virus-free strain. In ordering, please specify the kind you wish, if you have a preference.

ROBINSON

Sometimes known as Scarlet Beauty, sometimes as Kardinal King, Robinson has caught on with strawberry growers quicker than any variety since the advent of Premier. Favored by commercial grower and gardener alike.

For some years growers faulted Robinson on two counts—the green lower tip of the first berries with light flesh, and softness of the fruit with excessive heat and rain. These faults were encountered much more in southern fields, while in northern latitudes they gave little or no trouble.

We are sure now that this great berry will do well throughout the Premier territory. It is of the same general type, light green, healthy foliage, cupped leaves. Robinson plants, however, are deceptively small to produce such a large berry, and they run so freely that they may well get too thick in the row. Robinson starts to ripen about a week later than Premier.

The berry is the largest we know. It is smooth-skinned, glossy, bright red, with the prominent yellow seeds and bright green cap that makes such an attractive appearance. The first berries to ripen are liable to be green on the under side, but later in the season they ripen quite uniformly.

The high yield that Robinson will give and the eye-taking appearance of the very large fruit recommend it as a commercial variety, and with us it has been firm enough for handling and holding on the vines.

We like the mild sweet flavor of Robinson so well that we use it as our own dessert berry, and for freezing exclusively.



A very successful project—Mrs. R. G. Simmons, Kenosha, Wisconsin

CATSKILL

Catskill is one of the best commercial varieties. The foliage is vigorous and healthy. The plants are large, strong and rugged. They run freely, and easily attain a good row. The flower stalks are heavy and stand high, blossoms are quite large.

Primary berries are liable to be rather deeply furrowed and have a generally rough appearance. Later ones are smooth and round. They are quite large, bright red at first, shading darker with full ripening and after picking. They are firm and solid, too, as good as Premier in the respect. All right for ordinary handling and hauling. Bright, large and more than ordinarily attractive in the basket. Desirable for freezing, and well liked by processors.

Catskill is a good main crop, commercial berry. The total yield is usually high, especially in case of rains in proper season. Ripening about a week later than Premier, Catskill becomes a choice kind for supplementing Premier and extending the fruiting season.

Once highly regarded, Catskill had gone back a great deal because of virus. Virus-free plants show the old Catskill vigor and we anticipate much greater plantings of this variety.

ARMORE

The many favorable reports we have had on this Aroma—Blakemore cross developed at the Missouri Experiment Station indicate that in Armore we have something approaching the plant breeder's dream—a berry that has the good qualities of both parents.

From Aroma we have medium large berries, attractive appearance, better quality. From Blakemore we have those characteristics which have made it so important to the southern fruit grower.

A free-running kind that makes a good row of plants somewhat larger than those of Blakemore; Armore has shown a high yield over a long ripening period. A light bright color and firm skin and flesh adapt it to long distance shipping. At the same time, a nice flavor and aroma recommend it for retail trade near by.

Armore gives every promise of becoming one of the leading varieties for commercial use wherever Blakemore is now favored as well as in the northern fruit belt.

VERMILION

In a series of comparative tests at the University of Illinois where it was developed and also at various other experimental plots, Vermilion has performed very well in competition with our best varieties. It has done especially well in the first year of production. Its red stele resistance has been especially valuable in sections where this disease is prevalent.

The Vermilion fruiting row is beautiful, made up of luxuriant growth of larger plants rather than too many small ones.

The fruit is medium to large, but of a uniform and quite satisfactory size, of a bright and brilliant red, vermilion. Nice quality, rather sweet. Good enough for freezing. There is likely to be some green on the under side of the first berries to ripen, but later ones ripen uniformly.

We have had so many favorable reports on this variety that we feel glad to recommend it throughout the central and northern area as a good commercial berry. Among the best of the red stele resistant kinds, probably the very best.

DIXIELAND

Dixieland is a new Midland-Blakemore cross making a determined bid for favor throughout the region where the latter parent has been so popular. We have not yet had an opportunity to see it under producing conditions, but from many reports it may be good enough to take over a good share of the commercial acreage, especially in the southern fruit section.

Midland was a berry of much promise, with the great trouble of getting a satisfactory row. Midland as a parent has given to Dixieland a much better quality, a larger plant, and a larger berry.

From its parent Blakemore, Dixieland is a free-running variety with strong light green foliage. The berries are large, bright red, very firm, a little tart, an excellent shipper with an attractive appearance.

Dixieland berries will run larger, bring a better price. They have out yielded Blakemore in several side by side tests.

A commercial berry adapted especially toward the south.

In some strawberry growing centers, especially sections where berries have been grown on a considerable scale for years, "red stele" has become a very serious threat to the whole industry. In this virus disease the stele, which is the duct in the center of the root and normally white in a healthy plant, turns a reddish brown and dies. The top of the plant is thus cut off from all nourishment, withers and dies. This seems to occur just at bearing time, and in many cases a very nice prospect for fruit has been ruined within a few days.

In some cases the situation has become so serious that growers have been forced to drop the varieties they have long been using. At best, the grower is forced to plant disease-free plants on new ground, or use varieties which are not susceptible to "red stele" or are not affected by it. **The best of these new varieties seem to be Fairland, Vermilion and Temple.**

FAIRLAND

The performance of many of the newer varieties of strawberries seems to vary a great deal with latitude, or distance north and south. Thus the Fairland seems to do best in the latitude of northern Indiana, or roughly in what we call the Premier territory.

Fairland foliage is of the Premier type, with broad, light colored, cupped leaves growing close to the ground, but making a nice full row of large plants.

The berries are large, very nice bright color, and total yield is satisfactory. Firm enough to handle, quality fair to good.

A good commercial berry for northern climates and where there is trouble with red stele.

FAIRFAX

A Premier cross, Fairfax resembles this parent rather closely in the general appearance of its foliage. The leaves have the same cupped features, are just a little darker in color. The plant is larger, however, in every way. The crown is very heavy, the roots are large and long. The leaves are wide and stand far above the ground. The blossoms are large, the fruiting stems high and heavy.

Fairfax berries are smooth, big, fancy, dark red beauties, just the kind you like to show to your friends in the field, the kind you like to take from the locker or freezer for Christmas dinner. Very well adapted to freezing.

The flavor of Fairfax is distinctive, and most people find it very good. The berries are firm enough for ordinary handling, but the color is so dark that they do not do well in retail channels.

This variety is therefore best suited to home use or to fancy local trade. While the berries are quite large and good looking, not enough are set on the vines for a large crop, and the total yield is not high.

TEMPLE

Temple is a variety worthy of consideration wherever red stele has threatened. It is one of the nicest varieties to grow. The tall husky plants make a beautiful patch. Crown and leaf stems tinged with red, foliage lush and dark. Good quality fruit.

We have had many conflicting reports on yielding ability of Temple. In the eastern states the total yield has been exceptionally good and the overall performance very satisfactory. Some growers in southern Indiana have been warm in their praise.

With us, however, Temple has not done well. While foliage growth has been especially good, the berries have been too small and the total yield not satisfactory.

DORSETT

Dorsett is a strong grower and a heavy plant maker. Normally it easily makes a good fruiting row. The leaves are drooping and roughly veined, the foliage generally quite dark.

The berries are quite large, a little brighter than Fairfax, but resembling it closely, with bright, prominent seeds.

The flavor is exceptionally good, in fact, it is difficult even for the experienced grower to distinguish between Dorsett and Fairfax at fruiting time.

When weather conditions are good, Dorsett is just about tops in strawberries. However, it seems to be very vulnerable to adverse conditions. It seems quite susceptible to frost as well as dry weather. Dorsett is a weak pollenizer, too, and partial pollination may cause small and knotty fruit. It is not a consistent bearer.

BIG JOE

Big Joe is a good old variety that some growers have been using for years. The plants are big and heavy, with light green, drooping leaves. The blossoms are large and bright, the fruiting stems long and heavy. Not a real heavy bearer, but bringing all the fruit to suitable size.

The berries run large, bright red, very attractive, and of very good quality. Firm enough for reasonable handling.

Big Joe is rather susceptible to frost injury. We do not consider it the equal of some other varieties, but some people who have grown it for years will take nothing else.

SENATOR DUNLAP

This is the great old variety too well known to strawberry lovers to need lengthy description, as it has been a very popular favorite for a great many years. It is a hardy grower and prolific plant maker, the sort of rough and ready variety able to take a lot of abuse and still come up with a good crop. While we certainly would not recommend such treatment, we have seen Dunlap come up with very nice berries after being abandoned to the weeds the previous year.

The berry is medium sized, dark red clear through, very rich in flavor, very good for your garden. Not a good commercial kind because the fruit turns too dark after sitting, it is liable to run small in late season, and it is not tough enough to handle well.

We may be partial to Dunlap because it was the main crop variety when we first got acquainted with berries fifty years ago. We still think it is the richest flavored, highest quality berry you can have, used any way you like.

Mid-season in ripening, just a few days later than Premier. Try this berry on fertile, moist soil, keep the plants well thinned, and discover strawberries at their luscious best.



EVERBEARERS

For many years we have been very dubious about the culture of everbearers, and in fact have advised against their use in many cases. We had observed too many failures. Many were “near misses”, to be sure, but still very doubtfully successful. Also, varieties showed a tendency to “run out”. This came about from the fact that the plants that made the most runners made fewer berries, and the plants that bore heavily made relatively few runners. Thus in propagation of the variety by new plantings, the plants used were generally from the lines which bore least.

However, recent very successful experiments at the Ohio experimental station at Wooster have showed how anyone can have an abundance of fresh berries throughout late summer and early fall, with relatively little expense and trouble.

x	x		x	x	x		x	x	x	<div>The planting pattern is as shown in the accompanying diagram. The plants are set 1 foot apart in rows 1 foot apart. Three or four rows are set, then enough space is left to walk through, and another group of rows are planted, and this pattern is continued through the patch.</div>
x	x		x	x	x		x	x	x	
x	x		x	x	x		x	x	x	
x	x		x	x	x		x	x	x	
x	x		x	x	x		x	x	x	
x	x		x	x	x		x	x	x	
x	x		x	x	x		x	x	x	
x	x		x	x	x		x	x	x	
x	x		x	x	x		x	x	x	

Cultivate the plants once and hoe out remaining weeds. Then cover the entire planting to a depth of 1 to 1½ inch with saw dust, and maintain this mulch throughout the summer.

If more weeds come through the saw dust they must be pulled or clipped off, since hoeing would mix the soil with the saw dust. Sometimes more saw dust must be added to maintain its depth to a full inch throughout the season.

Use the hill system, that is, cut off all runners as they start and keep for fruiting just the plants that were transplanted in the beginning. If no sawdust is available, ground corn cobs will do almost as well.

This method has generally been very successful in producing real crops of very beautiful fruit. Sometimes, in cases of extremely dry weather, it is a good plan to add some water for irrigation, but in most cases the saw dust mulch has held the moisture quite well.

We cannot recommend this saw dust method of growing everbearers as a good commercial proposition except in very special cases, such as roadside stands where large clean fruit would commend extra good prices. In large plantings the expense is heavy in both time and money. But if you have a little extra time and necessary material is readily available, the saw dust method offers a wonderful sort of hobby with an outcome both interesting and profitable.

Since most everbearing plant sales are in relatively small numbers and therefore involve relatively small sums of money in single sales, too many "new" or different varieties have been taken as the subjects for promotional schemes by a few nurserymen. In these cases the plants have been sold at unreasonably high prices, the buyers disappointed. Watch out for this situation again.

Everything considered, Everbearers do marvelously well. They are an-out-of-season delicacy, a favorite dish with all the family and a fancy dessert for guests. Plants are handled just the same as other strawberries. They are set early and carefully tended. All blossoms are kept clipped off until the plants are well established about July 1, after which they are allowed to develop and fruit is available till frost.

Everbearers get their name from their ability to bear fruit during the late summer and fall season. They do best in the year when they are set, but they cannot compare in total production with the June bearers, although some kinds do perform creditably the next spring season. Thereafter it is best to just abandon the patch. Generally, renovation will not pay and it is much better to set new plantings each year.

TWENTIETH CENTURY

We obtained our first plants of this variety in 1956 after many reports on how well it was doing in many places. Its performance was creditable in spite of the very dry fall which curtailed production.

Twentieth Century plants are large, leaves heavily veined, light green. Berries nice sized, dark red, pretty sweet. We think you will like this new everbearer.

GEM

For many years we have considered Gem as tops in the everbearing field, and we think more highly of it as we receive more reports on the exceptional performances of Superfection and the "new" Brilliant. For everything said of these two varieties applies also to Gem, as they are all the same, we think.

Gem is superior in many ways. Grown by the hill system with the saw dust mulch, the mother plant becomes large, with many large leaves. If used in the matted row manner, a good row is made. Leaves are smooth and waxy looking and practically free from leaf spot to which all kinds are subject.

Berries are large and showy, firm enough to handle nicely. The berry is somewhat tart but has a nice flavor. Not equal to some of best June bearers in quality but still acceptable.

SUPERFECTION

When we obtained our foundation stock of Superfection a few years ago, we could see no difference between this "new" everbearer and the Gem we had had for many years.

Since then we have seen the two varieties grown side by side in several cases, and we can see no difference, and most nurserymen agree on this observation. Superfection is capable of all the production feats credited to Gem.

In the Ohio production tests Gem and Superfection made the best records where the sawdust was used. We can recommend them highly.

STREAMLINER

Streamliner is one of the newer everbearers that has given a very satisfactory performance in many sections. So many good reports have come in for it that we think it very worthy of a complete trial.

Streamliner runs freely to make a very nice row. The leaves are round and dark, smooth, glossy, cupped, with serrated margins.

Berries are medium to large, dark red, rather rough, with pleasing flavor.

Directions for Purchasers

We pay transportation charges only when plants are ordered at the 100 rate.

All other prices are f. o. b. Pierceton, you pay transportation.

Shipped by either parcel post or express. Be sure to tell us how to ship. Large orders we send express unless otherwise directed, small orders by parcel post.

A special commodity express rate applies to out of the state strawberry plant shipments from our express station. This rate is much lower than regular 2nd class express. Ask your express agent.

If sufficient money to pay parcel post charges is not sent with order, plants will be sent C.O.D. for the amount of the postage due, for we cannot keep accounts and send bills for small items of postage. C.O.D. charges are high, so be sure to send ample postage and we will refund the difference due you.

Shipping weight varies with the season and the variety, but will approximate 4 pounds per 100 plants.

PLEASE WRITE YOUR NAME AND ADDRESS PLAINLY.

Please note that our address is Pierceton, not Princeton.

We are located on State Road 5, eight miles north of its intersection with U.S. Road 30.

Our telephone — North Webster 724R.

Certificate of Nursery Inspection

Indiana Department of Conservation, Division of Entomology

Certificate No. 691

Indianapolis, Indiana

This is to certify that Nursery stock grown by Fairview Fruit Farm (Glenn P. Galloway) located at Pierceton, Indiana, consisting of 25 acres, has been inspected by the undersigned or his authorized representative on July 31, 1956 in compliance with Chapter 177, page 291, Indiana Acts of 1907, and has been found apparently free from destructively injurious insects and plant disease. Strawberries double inspected for detection of red stele disease.

This certificate covers small fruits and is valid unless revoked for cause, until August 1, 1957.

Signed: FRANK N. WALLACE
State Entomologist

Issued September 19, 1956

Our Reference—Farmers Loan and Trust Co., Columbia City, Indiana; Postmaster, Pierceton, Indiana; Express Agent, Columbia City, Indiana, Frank N. Wallace, Indiana State Entomologist.

1957 PRICES

Variety	50	100	1,000	5,000	10,000	25,000
				per 1,000	per 1,000	per 1,000
*Premier _____	\$1.25	\$2.00	\$11.00	\$10.75	\$10.50	\$10.00
Premier _____	1.25	2.00	11.00	10.75	10.50	10.00
*Catskill _____	1.25	2.00	11.00	10.75	10.50	10.00
Temple _____	1.25	2.00	11.00	10.75	10.50	10.00
Fairfax _____	1.25	2.00	11.00	10.75	10.50	10.00
*Vermilion _____	1.25	2.00	11.00	10.75	10.50	10.00
Fairland _____	1.25	2.00	11.60	10.75	10.50	10.00
Dorsett _____	1.25	2.00	11.00	10.75	10.50	10.00
*Robinson _____	1.25	2.00	10.00	9.75	9.50	9.00
*Tennessee						
Beauty _____	1.25	2.00	10.00	9.75	9.50	9.00
*Armored _____	1.25	2.00	10.00	9.75	9.50	9.00
*Blakemore _____	1.25	2.00	10.00	9.75	9.50	9.00
*Dixieland _____	1.25	2.00				
*Dunlap _____	1.25	2.00	10.00	9.75	9.50	9.00
Big Joe _____	1.25	2.00	10.00	9.75	9.50	9.00
Gem _____	1.50	2.50	15.00	14.00	13.00	12.50
Superfection _____	1.50	2.50	15.00	14.00	13.00	12.50
Streamliner _____	1.50	2.50	15.00	14.00	13.00	12.50
20th Century _____	1.50	2.50				

* Indicates virus-free varieties.

500 or more at the 1,000 lot quotations.

On orders of less than 500 plants we pay postage at above prices.

We do not pay transportation charges when the price is figured on the 1,000 lot basis.

Please read carefully the instructions to customers on page 22.

OUR GUARANTEE

We guarantee our plants to be true-to-name, dug from new beds, free from injurious plant diseases, of the best quality the trade affords, and to reach you in good growing condition.

If the plants are faulty in any way and we are notified at once upon their arrival in your hands, we will either refund the purchase price or replace the stock, at the buyers option.

On account of the fact that growing conditions are far beyond our control, we cannot be responsible for the success of the crop, and in no case will be accountable for more than the original purchase price.

